E-ISSN 2654-9999
P-ISSN 2774-1923

JOURNEY
Journal of Tourismpreneurship, Culinary, Hospitality, Convention, and Event Management
POLITEKNIK INTERNASIONAL BALI

Volume 8 Issue 1, June 2025, pages: 143-154

ANALYSIS OF THE INFLUENCE OF THE USE OF DIGITAL TOURISM ON THE INTEREST IN VISITING GENERATION Z AT THE BANK INDONESIA MUSEUM

Rachel Winata[1*], Feronika Berutu[2]
Hospitality and Tourism Study Program, Universitas Bunda Mulia[1*2]
winatarachel31@gmail.com

Received: 31/03/2025 Revised: 20/05/2025 Accepted: 20/06/2025

Abstract

This study is to examine how the use of digital tourism affects generation Z tourists interest in visiting Museum Bank Indonesia. Digital tourism is seen as a type of technological adaption in the travel industry that might draw in young travelers who grew up in the digital age. A questionnaire was distributed to 100 members of Generation Z who had visited Museum Bank Indonesia as a part of this study's quantitative survey methodology. To analyze the data in this study using simple linear regression. The analysis's findings, which include a regression coefficient value of 0,594 and a significance value of 0,000 < 0,05, demonstrate that digital tourism significantly and favorably influences visitor interest. Therefore, the employment of digital technology in museums has been successful in promoting a rise in visitor numbers, particularly in Generation Z.

Keywords: Digital Tourism, Visit Intention, Generation Z, Museum

1. INTRODUCTION

The rapid development of digital technology has brought major changes in variuos sectors, including the tourism sector. The rapid growth of internet usage in the tourism indsutry is increasingly focused on digital technology – based. Tourism in the digital era includes more than just physical travel, it also includes information search, reservations, and travel experiences that increasingly integrated digitally. Digitalization in the tourism industry in recent years has become a global trend. Digitalization changes the way tourists carry out activities and interact with tourist destinations through the use of information and communication technology (Jose M.Mas & Abel Monfort, 2021). Digital tourism utilizes digital technology in various aspects of tourism, such as mobile applications, social media, interactive websites, Augmented Reality (AR), Virtual Reality (VR), and the Internet of Things. This trend assists travelers in finding information as well as enhancing their experience at tourist destinations. A satisfying visitor experience can increase interest in revisiting the tourist destination.

A person's decision to visit a place is related to his interest in the destination, which is referred to as visiting interest. Interest in visiting describes a person's state of mind that shows a plan to take an action within a certain period. The use of technology in

the present is one of the factors that can attract the interest of the younger generation, especially in Generation Z. According to Mardiya (2019) Generation Z are people born in 1995 - 2010, many of whom grew up with technological developments, which affect the way they interact with culture or history, especially in museums.

Museums are now seen not only as repositories of history, but also as centers of inspiration, learning, and entertainment. However, technological developments and shifting interests of tourists, especially Generation Z, have shown a decline in the existence of museums as tourist destinations. Generation Z's low interest in visiting museums is due to the lack of promotion, the absence of interesting activities, and the old condition of museum buildings (Fakhruddin, 2021). The application of digitalization implemented by the museum is one of the interesting solutions to revive the museum. Museums can use 3D printing technology to create miniature objects on display, so that they can attract visitors. In the end, museums still have to adapt by innovating and utilizing technology if they want to stay in tune with the times (Zakaria, 2022).

Museum Bank Indonesia (MBI), which was established in 2009, is one of the educational tourism destinations in Indonesia that has great potential to attract Generation Z through the digital tourism platform. Museum Bank Indonesia (MBI) functions as an educational institution that seeks to increase public awareness of the role of Bank Indonesia in the national economy. The museum has high historical value and has utilized technologies such as virtual tours, Augmented Reality (AR) & Virtual Reality (VR), mobile applications, and immersive rooms as a medium for delivering historical information to visitors.

Table 1. Bank Indonesia Museum Visit Data

Kategori	Tahun			Total Pengunjung
	2022	2023	2024	
Non Rombongan	29.856	74.409	165.379	269.644
Rombongan	16.580	123.963	42.158	182. 701
Total	46.436	198.372	207.537	452.345

Source: Bank Indonesia Museum (2025)

Based on the Bank Indonesia Museum visitor data in table 1 in the last three years, it shows a significant increase, especially in 2024 in the non-group category. This indicates that the implementation of digital tourism has contributed to the increased attractiveness of the museum. In addition, reviews from platforms such as tripadvisor show that visitors are highly satisfied mainly due to the interactive experience and modern visual displays presented through the museum's technological innovations.

The Bank Indonesia Museum began utilizing the implementation of digital tourism in 2022. The transformation aims to attract young people to visit the museum by presenting its history and collection of objects. Museum Bank Indonesia is keen to utilize several digital technologies. One of them is:

a. *Virtual Tour*

Musuem Bank Indonesia offers various options for tourists to take a virtual tour that allows visitors to explore all the rooms and collections owned by the museum. The virtual tour can be accessed through the official website www.bi.go.id as well as video platforms such as Youtube. In addition, there is a virtual guide feature that provides explanations about the history and context of the collections displayed.

b. *Augmented Reality (AR)*

Bank Indonesia Museum utilizes Augmented Reality (AR) technology to make visits more interactive, especially for Generation Z who are accustomed to the digital world. According to Fernando in Palagiang & Sofiani (2021), Augemented Reality is the latest and most interesting method of interaction between humans and computers, with its ability to brong virtual objects into the user's real environment, thereby creating an immersive and realistic visualization experience. One of the interesting applications of AR is an educational application called AR Rupiah, which was developed in collaboration with the Assemblr platform. With AR technology, users can open a virtual portal that contains various information about the history, flora, fauna, and culture depicted on rupiah bills. Camera-based AR inside the museum allows visitors to access 3D objects by scanning a special code that has been provided.

c. *Immersive Room*

Immersive room is a special area in the museum equipped with 360-degree visual projection, surround audio, and digital animation located at the end of the room. The immersive room at Museum Bank Indonesia has several themes, namely the history of the formation of the financial and banking system in Indonesia, the journey of Rupiah money from the colonial period to the present, the role of Bank Indonesia in maintaining national economic stability, and the story of the Indonesian economy during the crisis and post-reform revival.

d. *Interactive Wall*

In an effort to digitize, Museum Bank Indonesia collaborates with technology company MonsterAR. Through this interactive wall, visitors can touch a large screen (wall) or interactive table that displays historical animations, economic simulations, or explanations of past and present financial policies.

2. LITERATURE REVIEW

a. Museum

In the Big Indonesian Dictionary (KBBI), a museum is defined as a structure that functions as a suitable communal space and is permanent due to its display of ancient items and relics from history, science, and the arts that can be regarded as an antiquity repository. Based on the results of the 11th General Conference of the International Council of Museums (ICOM), a museum is an organization that plays a role in collecting, preserving, disseminating, and exhibiting cultural and natural heritage, both material and non-material, for the purposes of research, education, and entertainment. The International Council of Museums (ICOM) has identified 6 categories of museums, including:

- Art Museum

  An art museum can also be referred to as an exhibition space, either open or closed, used to display various works of art. Generally, these museums exhibit visual arts such as paintings, sculptures, engravings, and illustrations, as well as applied arts such as book arts, handicrafts, metals, marble, ceramics, and household appliances.

- Archeology and History Museum

  These museums provide a link between present-day conditions and the historical information on display. Some of them also feature distinctive historical

details or convey certain ideas. Most of the museum's collections are artifacts, artworks and archaeological objects.

- Etnographical Museum

  National museums are directly managed by the central government, which is also responsible for overseeing their operations. Because they are under the control of the government, the number of national museums is usually small. Generally, national museums are located in the capital city and are under central management, while museums located in district areas are managed by local governments or other relevant institutions.

- Natural History Museum

  The museum displays information on history, changing times, anthropology, biodiversity, and various natural phenomena, with an emphasis on environmental conditions and cultural preservation efforts. The main goal of the Museum of Natural Sciences is to preserve nature and culture.

- Science and Technology Museum

  The museum uses interactive props and a science education approach to introduce science and technology culture in a non-formal way to the public, especially students. The Museum of Science and Technology presents a variety of technology collections with various types and advantages of each.

- Specialized Museum

  A specialized museum is a type of museum that holds unique artifacts that characterize and distinguish it from other museums. The collections usually focus on a particular field, such as art, technology, information, or knowledge.

b. Digital Tourism

Digital tourism is an effective and reliable strategy to promote Indonesia's tourism destinations and potential through various platforms. The presence of digital tourism not only serves to recommend and introduce tourist attractions, but also helps disseminate the beauty of destinations widely to meet tourism demand and attract more foreign tourists (Mustar et al., 2023). Gretzel (2022) states that digital tourism is a system that utilizes various resources from digital transformation to change the way we travel and the way the travel and tourism industry works. It can be concluded that Digital tourism is the result of the merger between information and communication technology (ICT) and the tourism sector. This concept refers to the utilization of ICT to increase efficiency in the tourism industry, provide various services to tourists, and support the use of digital technology in the promotion and marketing of tourist destinations.

The research presented by Gretzel (2022) emphasizes that digital transformation in tourism, while the research by Mustar et al (2023) focuses more on the role of digital tourism in promotion. Both of these research approaches show that digital tourism not only has an impact in destination promotion but also on the overal tourist experience. However, there are still not many studies that specifically link digital tourism with Generation Z interest in visiting museums, especially in Indonesia.

c. Visit Intention

Interest in travelling, accroding to Ningtiyas (2021), is the desire to engage in tourism – related activities driven by motivation and the desire to learn and experience new things. Purchase intention is a concept that is comparable to the theory of interest in tourist trips. Purchase interest itself is an urge to buy or repurchase a product,

especially after consumers have had previous experience. If the product purchased matches expectations, then consumers will feel satisfied, and that satisfaction will encourage interest in buying the product again in the future (Ariyani et al, 2022). Therefore, interest in visiting can be defined as consum encouragement in the form of a desire to visit a location or area that catches someone's attention.

d. Generation Z

Generation Z, according to Jean M. Twenge in Maria Taliwuna (2023), are individuals born between the mid-1990s and early 2010s. They grew up in a highly connected digital era, so they are accustomed to using technology and social media as the main means of communication and interaction. By communicating with each other online, they seem to be able to build their own world where they can meet without being restricted by time or location. This is a result of the brain reacting to its environment, not genetics. Generation Z's visual imagery is highly complex, and their minds are wired like sophisticated wires. This is in line with the research presented by Komarac & Dosen (2023) which shows that Generation Z values orientation, technology, and virtual exhibitions as key factors in virtual museum experiences. Seeing that generation Z is very fortunate in technology in daily life (Taliwuna, 2023), the application of digital tourism is important to attract them to visit the museum. Therefore, this research focuses on the Bank Indonesia Museum as a case study.

Digital technology's impact on Generation Z travel experiences and habits has been the subject of numerous studies, but few have explicity connected digital tourism to Generation Z desire to visit museums, particularly in Indonesia. The bulk of research focuses on international virtual museums or popular tourism locations. This study intends to close this gap by investigating how Generation Z interest in visiting Museum Bank Indonesia is influenced by digital tourism.

3. RESEARCH METHODS

This research uses a quantitative approach with a survey method through a questionnaire which is a Generation Z tourist who has visited the Bank Indonesia Museum. According to Sugiyono in Dr. Karimuddin (2022) quantitative research methods in collecting, interpreting, and displaying the results of data use a lot of numbers with the aim of testing the hypothesis that has been set by the researcher. Measurement and empirical observation are objective aspects of quantitative research. This study uses various data analysis techniques, including validity test, reliability test, classical assumption test, simple linear regression, T test (hypothesis test), and coefficient of determination.

The data collection method used in this research is distributing questionnaires through google form, conducting direct observation at Museum Bank Indonesia, and conducting documentation to support research. The distribution of questionnaires in this study was used to measure the effect of using digital tourism on tourist interest in Museum Bank Indonesia. The population in this study were Generation Z tourists with an age range of 17-28 years who had visited the Bank Indonesia Museum. Purposive sampling is the method used in this study, and respondents were chosen based on two factors: they must be members of Generation Z and have museum-going experience. A total of 100 respondents were acquired as study samples by applying the slovin formula with a 5% error rate to calculate the number of samples. The slovin formula used is as follows:

$$n = \frac{N}{1 + N(e)2}$$

Figure 1. Slovin's Formula
Source: Muhamad Rizky (2024)

Note
n : Number of samples
N : Total population (Bank Indonesia Museum visitors in the last 3 years)
e : Error tolerance limit (5%)

Based on this formula, the sample size in this study using the slovin formula, among others:

$$n = \frac{452.345}{1 + 452.345\ (0,1)^2}$$

$$\boldsymbol{n = \frac{452.345}{4.523{,}45}} = 99{,}9779$$

Figure 2. Slovin's Formula
Source: Muhamad Rizky (2024)

In this study there are independet and dependent variables. Independent variables, or often called independent variables, are explained by Sugiyono (2022) as variables that are not influenced by other variables, but rather affect or cause changes in other variables.

a. Variables X (Independent Variables)

The independent variable or variable X in this study is digital tourism. Digital tourism refers to the application of advanced technology in the tourism industry to create a more efficient and sustainable tourism experience. Some of the technologies often used in this concept include artificial intelligence (AI), augmented reality (AR), virtual reality (VR), Internet of Things (IoT), and various other technological innovations. This trend has brought significant development to the tourism industry and creative economy in Indonesia.

b. Variables Y (Dependent Variables)

The dependent variable or variable Y in this study is visitation interest. Visit interest is a variable that describes a person's interest or tendency to visit a tourist destination, in this case, interest in visiting the Bank Indonesia Museum. This variable serves to assess the extent to which digital tourism affects Generation Z's interest in visiting the museum.

4. FINDINGS AND DISCUSSION

4.1 Validity Test

A test used to determine the validity of a measuring device is called a validity test. To ascertain whether the statements made by respondents are true, the validity test is required.

Table 2. Validity Test Variable X

Pernyataan	r hitung	r tabel	Hasil
1	0,233	0,195	Valid
2	0,225	0,195	Valid
3	0,252	0,195	Valid
4	0,354	0,195	Valid
5	0,364	0,195	Valid
6	0,278	0,195	Valid
7	0,481	0,195	Valid

8	0,313	0,195	Valid
9	0,307	0,195	Valid
10	0,456	0,195	Valid
11	0,380	0,195	Valid
12	0,369	0,195	Valid
13	0,319	0,195	Valid
14	0,426	0,195	Valid
15	0,357	0,195	Valid

Source: Researcher (2025)

The number of samples (N) is 100 with a significance level used of 5%, so the significance value obtained is 0.195. Thus, it can be concluded that numbers greater than 0.195 are considered valid. In addition to meeting the validity criteria, this indicates that each statement item has a strong correlation to the overall score. Therefore, all research instrument statements are considered valid and suitable for use in measuring the variables studied.

Table 3. Validity Test Variable Y

Pernyataan	r hitung	r tabel	Hasil
1	0,397	0,195	Valid
2	0,209	0,195	Valid
3	0,210	0,195	Valid
4	0,215	0,195	Valid
5	0,304	0,195	Valid
6	0,451	0,195	Valid
7	0,226	0,195	Valid
8	0,204	0,195	Valid
9	0,377	0,195	Valid
10	0,476	0,195	Valid
11	0,317	0,195	Valid
12	0,340	0,195	Valid
13	0,372	0,195	Valid
14	0,470	01,95	Valid
15	0,526	0,195	Valid
16	0,581	0,195	Valid

Source: Researcher (2025)

Based on the table above, the validity test results show a number higher than 0.195, which is the significance value. Therefore, it can be concluded that the validity test results are valid. This demonstrates that overall score of variable Y and each statement have a significant association. Every item is therefore deemed legitimate and suitable for measuring the factors included in this research.

4.2 Reliability Test

According to Ghozali in Andi (2022) a questionnaire is declared reliable if the respondent's answer to each statement remains consistent or stable over time.

Table 4. Reliability Test Variable X

Reliability Statistics

Cronbach's Alpha	N of Items
.599	15

Source: Researcher (2025)

Based on table 4, it shows that the Cronbach's Alpha value is 0.599, which can be said to be reliable.

Table 5. Reliability Test Variable Y

Reliability Statistics

Cronbach's Alpha	N of Items
.645	16

Source: Researcher (2025)

Based on table 5, it shows that the Cronbach's Alpha value is 0.645, which can be said to be reliable.

4.3 Classical Assumption Test

a. Normality Test

Table 6. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.63036788
Most Extreme Differences	Absolute	.071
	Positive	.067
	Negative	-.071
Test Statistic		.071
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Researcher (2025)

The One-Sample Kolmogorov-Smirnov approach was used to test for normality on 100 residual data. The table indicates that the significance level of 0.05 is exceeded by the significance value (Asymp. Sig. 2-tailed) of 0.200. This suggests a properly distributed residual data set. As a result, the regression model's normality assumption has been satisfied, and the data is appropriate for additional parametric statistical analysis.

b. Heteroscedasticity Test

Table 7. Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6.672	3.796		1.758	.082
	Digital Tourism	-.060	.058	-.103	-1.029	.306

a. Dependent Variable: Abs_RES

Source: Researcher (2025)

Using the gletser test, the heteroscedasticity test is carried out by looking at the significance value of the independent variable (Sig). Based on table 7, the Digital Tourism variable pad has a significance value of 0.306 which is higher than the 0.05 significance level. This indicates that the regression model used is free from symptoms of heteroscedasticity. Therefore, the regression model meets the requirements of homoscedasticity and is suitable for futher testing.

c. Simple Liear Regression Test

Regression analysis in this research is used to test the Analysis of the Effect of the Use of Digital Tourism on Tourist Visit Interest in Generation Z at the Bank Indonesia Museum. The magnitude of the influence of digital tourism variables on visit interest can be seen through simple regression analysis. the calculation results obtained a constant value of (α) 29.906 and a regression coefficient value (β) for the digital tourism variable of 0, 594.

Table 8. Simple Linear Regression Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	29.906	5.950		5.026	.000
	Digital Tourism	.594	.092	.548	6.480	.000

a. Dependent Variable: Minat Kunjungan

Source: Researcher (2025)

The regression equation can be seen:

$$Y = a + bX$$

$$Y = 29.906 + 0{,}594\ X$$

The regression coefficient of the digital tourism variable of 29.906 shows that every 1% increase in digital tourism will increase interest in visiting by 0.594. Since the coefficient is positive, this means that digital tourism is directly proportional to visitation interest-the higher the level of digital tourism, the visitation interest also tends to increase.

4.4 Hypothesis Test

a. T Test

The purpose of the T test is to ascertain whether the independent variable has a partial impact on the dependent variable.

Table 9. T Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	29.906	5.950		5.026	.000
	Digital Tourism	.594	.092	.548	6.480	.000

a. Dependent Variable: Minat Kunjungan

Source: Researcher (2025)

Based on the T test results in table 9, the Digital Tourism variable has a significance value of 0.000 which is smaller than the 0.05 threshold. It is clear that interest in visiting is significantly influenced by the Digital Tourism variable. Another thing that supports the idea that the effect is significant is the calculated t valued of 6.480, which is significantly higher than the t table. Thus, it can be said that digital tourism significantly and positively influences visitation interest.

b. Coefficient of Determination Test (R)

Table 10. Uji Koefisien Determinasi (R)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853[a]	.728	.725	1.460

a. Predictors: (Constant), Digital Tourism

Source: Researcher (2025)

According to table 10 R Square value of 0.728, 72.8% of the variation in changes in the visit interest variable can be explained by the Digital Tourism variable. However, other factors not included in this model account for the remaining 27.2%. Additionally, the reasonably strong correlation between visit interest and digital tourism is indicated by the R value of 0.853. Thus, it can be said that the digital tourism variable significantly contributes to the increase in visit interest and that the regression model employed has a storng explanatory power.

Based on the results of several tests that have been conducted, this research has several important implications. Practically speaking, the finding that digital tourism has a significant influence on Generation Z interest in visiting museums shows that museum managers, including the Bank Indonesia Museum, need to optimize digital elements such as virtual tours, AR/VR, and social media to attract young visitors. These findings also support the creation of a digital tourism plan as part of the creative economy transformation, which can be used by local goverments to monitor and update other museums.

5. CONCLUSION

Based on the results of a study entitled "Analysis of the Effect of the Use of Digital Tourism on Tourist Visit Interest in Generation Z at Museum Bank Indonesia", it can be concluded that the use of digital tourism has a positive and significant effect on the interest of Generation Z tourists visiting Museum Bank Indonesia. The museum has implemented various digital innovations, such as social media, mobile applications, augmented reality, immersive spaces, and virtual tours that are effective in attracting visitors' attention and creating a more interactive and interesting tourist experience. Based on the results of statistical tests, the use of digital tourism is able to explain 72.8% of the variation in visitation interest, which reinforces the importance of digital strategies in increasing the attractiveness of education-based tourism destinations, especially in the current era of the digital generation. With the results of the research that has been explained, there are several suggestions for further research, namely the manager of

Museum Bank Indonesia is expected to continue to improve and update its digital elements in order to follow the preferences of generation Z, who usually seek interactive, visual, and educational experiences. In addition, visitor input related to techonology services helps improve services and digital tourism, so as to attract generation z to Museum Bank Indonesia. The study has a number of drawbacks that need to be noted, despite the fact that it offers insightful information about the connection between Generation Z interest in travel and digital tourism. Purposive sampling restricts how broadly the findings can be applied, and the quantitative method of using questionnaires skips over a lot of experience details. However, this study not only helps museum managers and policymakers practically by developing technology-based promotional techniques, but it also theoretically advances our understanding of how young people behave when visiting educational museums. In addition, future researchers may consider other variables such as digital tourism satisfaction, content interactivity, or visitor loyalty. Comparative studies between several digital museums in other cities or regions may also provide broader insights into the effectiveness of digital tourism strategis in Indonesia.

REFERENCES

Amalia, J. R., & Hanika, I. M. (2021). Tourism in digital era: The influence of digital marketing on the intention to visit museum. Jurnal Komunikasi: Malaysian Journal of Communication, 37(3), 274–287. https://doi.org/10.17576/JKMJC-2021-3703-16.

Bramantyo, B. D., & Ismail, P. (2021). Digital Tourism Museum Nasional Indonesia Melalui Virtual Tour Di Masa Pandemi Covid-19. WACANA: Jurnal Ilmiah Ilmu Komunikasi, 20(2), 184–196. https://doi.org/10.32509/wacana.v20i2.1616.

Celina, F., & Sarudin, R. (2023). Analisis Pengaruh Daya Tarik Wisata Terhdap Minat Berkunjung Wisatawan Di Petak Sembilan Jakarta Barat. Jurnal Ilmiah Global Education, 4(4), 2345–2355. https://doi.org/10.55681/jige.v4i4.1295.

Colladon, F., Demand, T., & Support, D. (2019). Using Social Network and Semantic Analysis to Analyze Online Travel Forums and Forecast Tourism Demand This is the accepted manuscript after the review process , but prior to final layout and copyediting . Please cite as : Fronzetti Colladon , A ., Guarda. Decision Support Systems, 113075(August).

Demolingo, R. H., & Remilenita, S. (2023). Strategi Penerapan Metaverse Tourism pada Pameran Ruang ImersifA di Museum Nasional Jakarta. Jurnal Manajemen Perhotelan Dan Pariwisata, 6(2), 341–352. https://doi.org/10.23887/jmpp.v6i2.61115.

Dewanto, R. F. (2022). Pengaruh Digitalisasi dan Citra Destinasi Pariwisata Terhadap Tingkat Kepuasan Pengunjung di Malang. Jurnal Ilmu Ekonomi JIE, 6(4), 537–552. https://doi.org/10.22219/jie.v6i4.22278.

Gretzel, U. (2021). Conceptualizing the Smart Tourism Mindset: Fostering Utopian Thinking in Smart Tourism Development. Journal of Smart Tourism, 1(1), 3–8. https://doi.org/10.52255/smarttourism.2021.1.1.2.

Istina, D. (2022). Keberadaan dan Fungsi Museum Bagi Generasi Z. Jurnal Tata Kelola Seni, 8(2), 95–104. https://doi.org/10.24821/jtks.v8i2.7096.

Ketthy, A. T., & Berutu, F. (2025). Analisis Pengaruh Daya Tarik Wisata terhadap Minat Berkunjung ke Taman Nasional Bromo Tengger Semeru. 25(1), 443–448. https://doi.org/10.33087/jiubj.v25i1.5652.

Komarac, T., & Ozretić Došen, Đ. (2024). Understanding virtual museum visits: generation Z experiences. Museum Management and Curatorship, 39(3), 357–376. https://doi.org/10.1080/09647775.2023.2269129.

Mahbub, A. (2021). Pemanfaatan Museum Bank Indonesia Sebagai Media dan Sumber Belajar Pada Mata Pelajaran Ekonomi. In Repository.Uinjkt.Ac.Id. https://repository.uinjkt.ac.id/dspace/handle/123456789/55820.

Palagiang, C. L., & Sofiani, S. (2021). Augmented Dan Virtual Reality Sebagai Media Promosi Interaktif Museum Perumusan Naskah Proklamasi. Destinesia: Jurnal Hospitaliti Dan Pariwisata, 3(1), 12–20. https://doi.org/10.31334/jd.v3i1.1801.

Qian, W., Halidin, I., & Anuar, F. I. (2023). The Influence of Smart Tourism Technologies (STTs) Attributes on Domestic Tourists' Travel Satisfaction and Revisit Intention: Evidence from Bali. International Journal of Academic Research in Business and Social Sciences, 13(5). https://doi.org/10.6007/ijarbss/v13-i5/17053.

Sigala, M. (2020). Tourism and Covid-19: Impacts and implications for advancing and resetting industry and research. Journal of Business Research, 117(June), 312–321. https://doi.org/10.1016/j.jbusres.2020.06.015.

Stevenson, E. S., Ardiansyah, I., & Stevenson, S. (2024). the Influence of Digital Tourism on Interest in Visiting Tourists At the Digital Museum Gedung Juang 45 Bekasi Pengaruh Digital Tourism Terhadap Minat Kunjungan Wisatawan Di Museum Digital Gedung Juang 45 Bekasi. Journal of Social and Economics Research, 6(1), 237–246. https://idm.or.id/JSER/index.